



CBI  
*Ministry of Foreign Affairs*

## INTRODUCTION

CBI  
COUNTRY PROGRAM COLOMBIA

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Centre for the Promotion of Imports from developing countries



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Integrated Country Programme Colombia (2014-2018)

## PROGRAM OF THE DAY



### Program of the day

- **Morning session**

- > CBI
- > Europe
- > The European market for ITO services
- > The European buyers
- > ITO trends - selected sub-sectors

- **Afternoon session**

- > Testimonial
- > Integrated Country Program - Colombia



Integrated Country Programme Colombia (2014-2018)

**CBI**



**CBI**



**The Netherlands – Ministry of Foreign Affairs**

Centre for the Promotion of Imports from Developing countries  
Centrum tot Bevordering van Import uit Ontwikkelingslanden



Helping companies - in many sectors -  
from developing countries to enter the EU market

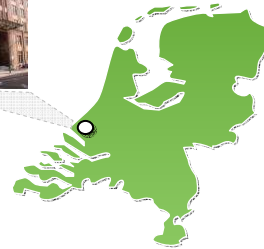


More information: [www.cbi.eu](http://www.cbi.eu)



## About CBI

- CBI: Centre for Promotion of Imports from Developing Countries
- 1971: CBI was established by the Ministry of Foreign Affairs of the Netherlands
- 1998: Agency
- 60 employees /Worldwide network of 250 employees
- Working in about 40 developing countries



## Our Mission and Vision









Focus	Stakeholders	Integrated approach	Core Competences	CSR
Sustainable strengthening of the competitive capacity of SME-exporters and producers in developing countries with a primary focus on European markets	Powerful and large worldwide network	For SMEs, BSOs and governmental authorities	Advice, counselling and knowledge management	Embracing the principles of corporate social responsibility

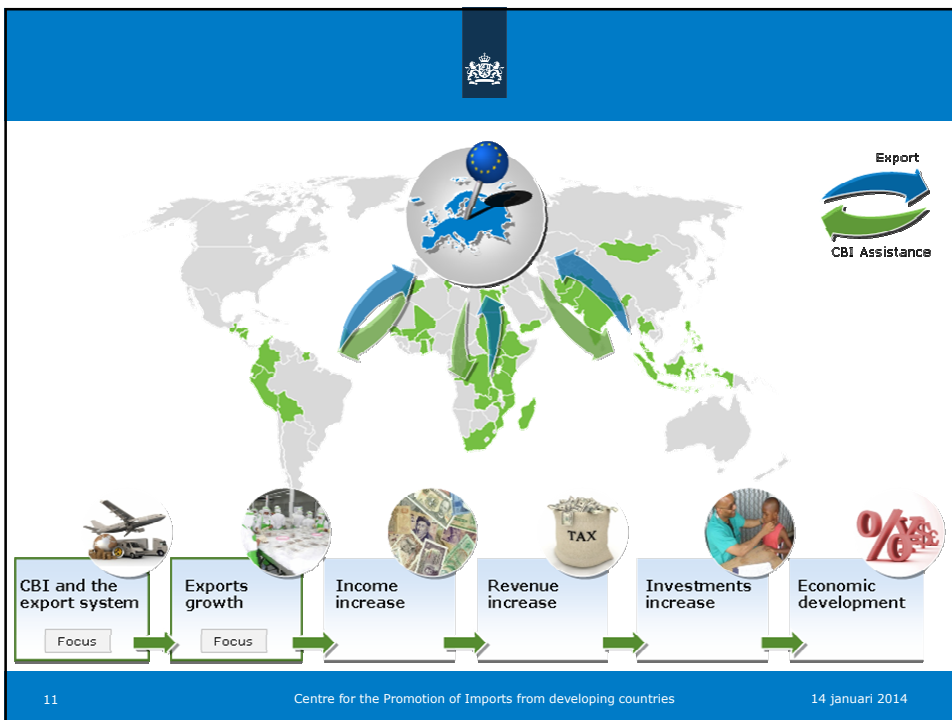




## Sectors





Agricultural	Industrial	Consumer	Services
			
<ul style="list-style-type: none"><li>Fresh fruit and vegetables</li><li>Timber and timber products</li><li>Wine</li><li>Etc.</li></ul>	<ul style="list-style-type: none"><li>Automotive</li><li>Castings and forgings</li><li>Medical equipment</li><li>Etc.</li></ul>	<ul style="list-style-type: none"><li>Office and school supplies</li><li>Home textiles</li><li>Garments</li><li>Etc.</li></ul>	<ul style="list-style-type: none"><li>Tourism</li><li>Business Process Outsourcing</li><li>IT Outsourcing</li><li>Etc.</li></ul>

Assisting companies to market their products/services in the EU





## Integrated program modules

ECP Modules	BSOD Modules	MI Modules	HRD Modules
			
<ul style="list-style-type: none"><li>▪ SMEs</li><li>▪ Increase of the competitive capacity</li></ul>	<ul style="list-style-type: none"><li>▪ BSOs</li><li>▪ Improved sustainable service provision</li></ul>	<ul style="list-style-type: none"><li>▪ SME en BSOs</li><li>▪ Effective implementation of the available information</li></ul>	<ul style="list-style-type: none"><li>▪ SME en BSOs</li><li>▪ Effective implementation of export knowledge and export skills</li></ul>

Long term, multiple year programs



Integrated Country Programme Colombia (2014-2018)

... and here we shall continue in the afternoon ...



## Goals

- **COMPETITIVE**
- **COMPETENT**
- **SUCCESSFUL**

**IT(O) SERVICE PROVIDER IN THE EU MARKET**



## The road to the EU market

### 1.0 Know yourself

- Analysis



### 2.0 Get ready

- EMP
- SWOT
- AP
- Positioning
- Market research



### 3.0 Show yourself

- Marketing
- Promotion



### 4.0 Do the job

- Contracting
- PM







### What we do ...

- We **do** assist companies to **improve** their market entry potential and competency.
- We **do** provide **tools, advice, training and (market) information**
- We **do** provide training but it is **NOT** a **training program**



### ... and what we don't:

- We **don't** build capabilities or services from zero
- We **don't** offer contracts
- We **can't** operate while you sit back and wait
- We **are not** your representative or sales agent in Europe



## Success factors

- **Pro-active**, professional approach
- The CBI program is integrated into your EU market entry strategy and business plan, but... the CBI program **IS NOT** the market entry strategy.
- Professional, well positioned and motivated counterpart(s)



## Export Coaching Modules

### Business Audit and Action Plan

- Assessment of the capacity of SMEs to enter the European market
- Steps to prepare for the European market

### Business development

- Supporting companies with the further professionalisation of their operational management

### Export capacity building

- Supporting companies in complying with the requirements of European markets
- Explore the European market
- Develop an export strategy

### Certification

- Providing expertise in processes relating to certification
- Possibility for co-financing

### European market entry

- Gaining skills and experience in marketing in regional market(s) and/or European markets
- Establish relevant business contacts
- Participation in fairs, conferences, exhibitions and / or B2B



Training in Colombia

Training in Europe

Training on-line

- Export marketing planning
- Requirements for market access
- Market research
- Effective trade fair participation
- Corporate social responsibility
- Website promotion
- During business in Europe / cultural aspects
- Calculation & prices / Business



## You Care about Corporate Social Responsibility?





## Training programs

- 2015: EXPRO seminar
- During the program 6 more training programs will be delivered



Integrated Country Programme Colombia (2014-2018)

# COUNTRY PROGRAM COLOMBIA



## Integrated Country Programme Colombia (2014-2018)

- Objective: boost exports from selected Colombian sectors to European markets.
- **Exotic Fresh Fruits**
- **Roasted Specialty Coffees**
- **Tropical & Exotic flowers & Foliage**
- **Natural Ingredients for Food, Pharmaceuticals or Cosmetics**
- **Garments**
- **IT Outsourcing Services**



## SELECTION CRITERIA

- **10 SME's**
- You have a formally established company in the IT(O) sector;
- Your company is based in Colombia;
- Your company is a micro, small or medium-sized enterprise (SME)\*;
- At least 51% of your company is locally (co-)owned by a partner residing in a developing country;
- You have not established a joint venture with a partner in an UMIC country (Upper Middle Income bracket);
- You have not participated in a CBI Export Programme for IT(O) before;



## SELECTION CRITERIA cont.

- You do not have delayed payment(s) to Proexport for fairs and other activities;
- You are currently not participating in a SIPPO project that includes technical assistance and trade fair participation
- ([http://www.s-ge.com/global/export/en/content/exp\\_colombia](http://www.s-ge.com/global/export/en/content/exp_colombia));
- You have no licensing commitments that prohibit or limit export possibilities of products to the EU;
- You have no outstanding tax declarations or other debts with the Colombian state;
- You are able to verify SARLAFT (Sistema de Administración de Riesgo de Lavado de Activos y de la Financiación del Terrorismo) and OFAC.



## ADDITIONAL CRITERIA

- Companies operating in the following subsectors can apply: software, ITO, video games, digital animation, mobile applications, audio visuals;
- To have the capacity to provide outsourcing services to European companies. Preferably have at least 20 employees;
- Experience in the national market and preferably some former exporting experience;
- Ability to create employment (direct or indirect);
- Willingness and ability to invest in adaptations of the production processes and commercialization, required by the European market;



## ADDITIONAL CRITERIA cont.

- Compliance or willingness to comply with EU market requirements;
- CSR policy in place or be willing to develop CSR policy;
- At least two members of staff have sufficient command of the English language for written and spoken communication;
- To have a solid organizational structure and professional management;
- Not be able to access support similar to CBI from their own resources.



## Selection

1. Fill in the application form
2. Assessment based on CRITERIA
3. Scoring based on ADDITIONAL CRITERIA
4. Result of EXPORT AUDIT

<http://www.cbi.eu/itocolombia>



## Export Coaching Programme

Three fixed stages:

1. Business Audit & Action Plan
  - Assessment of the capacity of SMEs to enter the European market
  - Steps to prepare for the European market
2. Export Capacity Building
  - Training, workshops, coaching, technical assistance
  - Certification
3. Market Entry
  - Participation at European Trade Fairs



## Market Entry – Participation at European Trade Fair

### Option A

Participation at stand of Proexport

Financing:

- Always: 50% Proexport
- 1st participation: 20% CBI
- 2nd participation: 10% CBI
- 3rd participation: only proexport

### Option B

Participation without Proexport

Financing:

- 1st participation: 70% CBI
- 2nd participation: 60% CBI
- 3rd participation: 50% CBI

Contribution for the SME's stays the same in both scenarios





## QUALITY CERTIFICATION SUPPORT

- Only internationally recognised and industry accepted quality certifications are considered;
  - In IT the most common ones are: ISO 9001, ISO 27001, CMMI-L3 or higher
- The level of support is maximum ... % of the total cost but not more than ... EURO per company
- CBI will only transfer funds **AFTER** the work has been done, verified and accepted



## COST OF PARTICIPATION

- <http://cbi.eu/CBI%20Services/costs-participation>

Module C: Business Audit and Action Plan	€ 0,-
Module D: Business Development	€ 0,-
Module E: Export Capacity Building	€ 250,-
Module F: Certification	€ 0,-
Module H: Market Entry - EU	€ 500,-



## Questions you, as a service provider, should ask

- Are you committed to offer your services in Europe? How do you prove it?
- Are you willing to take risks?
- Do you have (can you build) the necessary resources, knowledge and skills to consider the European market (and if the market would consider you)?
- What training and assistance would you need to improve your value proposition?
- Is it clear what CBI offers and what we expect?




## Market Intelligence Platform

The screenshot shows the CBI Market Intelligence Platform website. The header includes the CBI logo and 'Ministry of Foreign Affairs'. The navigation bar contains links for Home, Market Information, Services, Success stories, About CBI, Videoroom, and Newsroom. The main content area is titled 'Market Intelligence' and provides an overview of the platform's value for exporters. A key interactive element is the 'Select your market sector:' dropdown menu. Below this, there is a section for learning more about the platform, including a link to the 'Market Intelligence Platform Introduction'. On the right, there is a 'Download Market' button and a 'Tweets' section displaying a tweet from CBI Market Intel.

[http://www.cbi.eu/marketintel\\_platform](http://www.cbi.eu/marketintel_platform)

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[Home](#) > [Market Information](#)

## Market Intelligence

The CBI Market Intelligence Platform provides up-to-date EU market insights. It is a valuable source of intelligence for exporters to prepare and maintain their export marketing activities.

To get started, please select your market sector.

Las traducciones al español están disponibles después de seleccionar su sector de mercado en la sección del "documento completo" de cada producto MI.

Select your market sector:

- Select market sector...
- Natural Stone
- Consumer products
- Home Textiles
- Apparel
- Home Decoration
- Jewellery
- Domestic Furniture
- Office and school supplies
- Industrial products
- Motion Control
- Automotive Parts and Components
- Metal Parts & Components
- Pipes and Process Equipment
- Electronics and Electrical Engineering
- Medical Devices and Disposables
- Personal protective equipment
- Services
- Tourism
- IT Outsourcing (ITO)
- Business Process Outsourcing (BPO)

See also:

- Comprehensions
- Channels and Segments
- Product Factsheet
- EU Business Landscape
- Buyer Requirements
- Database
- Science Planning
- Discussion Platform

download Market


Intelligence Flyerz

Tweets [Volgen](#)

CBI Market Intel @CBIMarketIntel 1u @IDCE\_Bolivia We hope you can benefit from the conclusions of the study!

CBI Market Intel @CBIMarketIntel 1u @IDCE\_Bolivia @proexportcol @ADEX\_PERU @cadex org See

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[Home](#) > [Market Information](#) > [Marketintel platform](#)

## Market Intelligence > IT Outsourcing (ITO)

IT Outsourcing (ITO)

Click on the MI product of your interest.

**Trends** **Competition** **Channels and Segments** **Trade Statistics**

**Inside a buyer's brain** **EU Support Organisations** **Product Factsheet** **EU Buyer Requirements**

[www.cbi.eu/marketintel\\_platform/it-outsourcing-itor/127452/channelsandsegments](http://www.cbi.eu/marketintel_platform/it-outsourcing-itor/127452/channelsandsegments)

Home > Marketintel Platform > IT Outsourcing (ITO) > Product Factsheet



**IT Outsourcing (ITO)  
> Product Factsheet**

*Practical market insights on :*  
*product*

CBI PFS Big Data: Germany  
Uploaded: Mar, 2014 / Published: Mar, 2014



CBI PFS Big Data: the United Kingdom  
Uploaded: Mar, 2014 / Published: Mar, 2014

CBI PFS Cloud computing: Austria  
Uploaded: Mar, 2014 / Published: Mar, 2014

CBI PFS Cloud computing: the Czech Republic  
Uploaded: Mar, 2014 / Published: Mar, 2014


CBI PFS Information Security: Germany  
Uploaded: Mar, 2014 / Published: Mar, 2014

**See also**

-  Trends
-  Competition
-  Channels and Segments
-  Trade Statistics
-  Inside a buyer's brain
-  EU Support Organisations
-  EU Buyer Requirements
-  Database

**Instructions**





## Planning and Time frame

- 31 July 2014 Application
- ..... Pre-selection of participants
- ..... Business Audits
- ..... Final selection of the participants
  
- More information:

<http://cbi.eu/>  
[www.cbi.eu/itocolombia](http://www.cbi.eu/itocolombia)  
<http://cbi.eu/CBI%20Services/costs-participation>

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